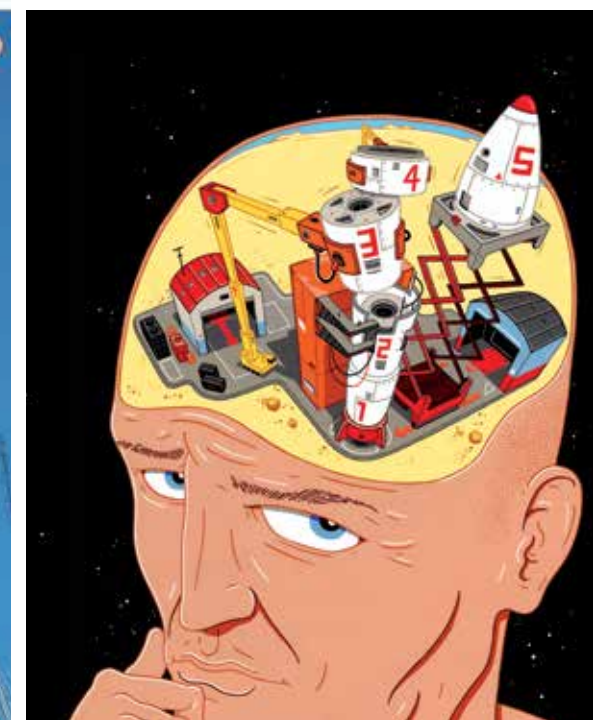


CONTAGIOUS



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No Competition

Some brands are creating greater cut-through and finding new sales opportunities by identifying more unusual places to market their products. Lucy Aitken investigates.

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Creativity is under threat from the budget cutters, the short-termists and our own biases. Alex Jenkins believes we're caught in the headlights of an anti-creative juggernaut that threatens to run down entire businesses.

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How a felt character went from brand mascot to entertainment icon and created a new approach to advertising along the way.

